"Conquest" Starring Garbo-Boyer Opens, Loew's, Toronto.

CANADIAN MOVING PICTURE DIGEST

Vol. 29, No. 33 | TORONTO 2, CANADA | December 4th, 1937

LOVE AND KISSES AT THE BOX-OFFICE!

"NAVY BLUE AND GOLD!"

(Doing swell in all opening engagements and please ask yourself are you getting every thin dime that this rousing M-G-M entertainment can bring you with rousing promotion!)

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

"Hello M-G-M
I've heard about the
great openings on
'Last Gangster.' I'm
re-arranging my bookings
and will give you the best
playing time at my command!"

Thrilling punch-ful national ads sell tickets!

THE LAST GANGSTER

Act Fast and Enjoy Openings Like These!

CHICAGO
$1000 better than best previous M-G-M!

SCRANTON
$2270 better than theatre's previous high grosser!

HARRISBURG
and
NEW ORLEANS
Tops lovely "Libeled Lady" and M-G-M's liveliest lulus!

PITTSFIELD
Beats magic "Maytime", "After Thin Man" and other honeys!

DES MOINES
Socks "Saratoga", "Libeled Lady" and biggest B. O. bombshells!

EASTON
Another new high! Beats "Maytime" by $900, "Good Earth" and "Captains Courageous" by $1000 each!

PROVIDENCE
Sweet opening looks like terrific week!

ALLENTOWN
Doing "Maytime" business. Beats big "Captains Courageous", "Good Earth" and other Biggies!

WILLIAMSPORT
Opening biz beats great "Firefly" gross of Armistice holiday!

10 OUT OF FIRST 10 ARE GREAT!

Canadian Moving Picture DIGEST

Established 1915
Publication: Weekly
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JAMES LEWIS SMITH
Associate Editor

Digest International Press Film Service syndicating 500 leading newspapers in Canada, U.S.A. and Great Britain.

RAY LEWIS
Editor and Publisher

THE LITTLE PAPER WITH THE BIG IDEAS
"Easy to Digest"

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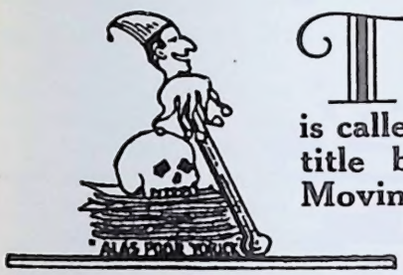
Vol. 29, No. 33 | TORONTO 2, CANADA | December 4th, 1937

ONLY ONE MOTION PICTURE DIGEST



THERE is only one Motion Picture Trade paper which is called The Digest, its full title being The Canadian Moving Picture Digest. It has been in publication as a trade paper for close to twenty-five years, taking its place among the oldest of the film trade publications.

When you mention The Digest in the Film Trade, it is taken for granted that you mean The Canadian Moving Picture Digest; and any other film trade publication, or magazine which carries Motion Picture News and Reviews, and which uses the name of, The Digest, causes confusion in the minds of our readers.

The Canadian Moving Picture Digest operates under a Dominion Charter granted to The Canadian Moving Picture Digest Company Limited.

The Literary Digest, which was included in the Review of Reviews Publication, published its magazine under the title of The Digest, and a picture review, with a reproduction of its front cover, was carried in several of our motion picture trade papers, covering the same field of circulation which we cover, and thereby causing a confusion of trademarks with our own publication, by such use.

The Canadian Moving Picture Digest is giving notice of the facts as herein presented, and has noted that the November issues of the publication as referred to, carry a change of trademark which includes "The Literary", but which type is so small, that the title, THE DIGEST, alone is noticeable and conspicuous. The type utilized by the publication for its trademark is so similar to our own publication, that we feel a more marked distinction must be arranged in order that our own publication may enjoy the rewards, and the prestige of its service through an unbroken service of close to a quarter of a century.

The Literary Digest is a very old publication, and the fact, that it guessed an election wrongly through a poll test, which proved directly opposite to the vote cast for the President of the United States and his cabinet, and Party is no reason for a magazine to hide its light under a bushel.

When the Literary Digest was first published, there were no motion pictures, but when The Canadian Moving Picture Digest was born, such producers and stars as David Wark Griffith, Louis Selznick, Carl Laemmle, and the names Ince, Charley Chaplin, Mary Pickford, Dorothy and Lillian Gish, Mack Sennett, etc., were beginning to be names, with Adolph Zukor, J. D. Williams, Samuel Goldwyn, Wiliam Fox, Joseph Schenck, Marcus Loew, Nicholas Schenck, casting their auras upon a landscape in motion.

We are very jealous of our long association with Motion Pictures, and of our Trademark. Let us not confuse the Issue.

THE MARCH OF TIME

AT last, we are seeing, The March of Time in Canada. The first welcome return occurred recently at the Uptown Theatre. We know of no more interesting news reel than The March of Time; and since, at times, it is well to give credit where credit is due, may we compliment "Jay L" of our own publication, for the idea which he gave the RKO Radio Pictures Company, during a recent visit which he made to New York.

It is necessary that a substantial percentage of British news is contained in News Reels distributed in Canada, this percentage in accordance with the number of feet of news reel incorporated from foreign countries.

"Jay L" suggested to RKO Radio, that since this company released The March of Time throughout Great Britain, that a portion of the British "March of Time" should be incorporated in the issue released for Canada.

(*Continued on Page 6*)

RAY PRESENTS

RAY LEWIS

A VERY nice man, whom I particularly like, said to me, "What do you do, Ray, while Joshua is painting?". In case you don't know who Joshua is, may I reveal a family relationship, he's my husband, O Yes, the same one I have had for "yeahs and yeahs", imported from England, and lest you might be under the impression that he is "painting the town red", or something of that kind, I hasten to explain that he only paints portraits upon canvases.

Now, that we have cleared up all the mystery, let us continue. "What do you do, Ray, when Joshua is painting?" said a very nice man to me; and I replied, "I let him paint". If Gracie Allen can do better with that question, please ask her to write me, but, since the purpose of this revelation is not to discuss "painting", but what I do, I thought you might be interested to know, that between getting out The Digest this week, I arranged a party for three hundred and fifty veterans' children at a theatre. There was a feature picture from RKO, a short subject from Fox, and two short subjects from Warner Bros. for which Branch 256, Veterans Association Canadian Legion, British Empire Service thanks these companies.

George Lester gave us his theatre, free, King's Theatre, College Street, and Harry Lester was busy picking up film. The Government saved the situation by granting a permit for the show, N. L. Nathanson, who yearly gives me a cash contribution for a children's party, again contributed, and three hundred and fifty children of non-pensioned veterans, and veterans received a bag of candy, nuts, apples and some pennies in cash, in addition to a show, probably the only party which these children have during the whole year.

A grand time was had by all, and we must not forget to thank Col. R. Y. Eaton of the T. Eaton Co., Mr. C. L. Burton of The Robert Simpson Co., and Mr. Robertson of the Robertson Candy Co. for their donations of candy.

ON Friday, December 3rd, in the banquet room of the Royal York Hotel, the Women's Committee of the Toronto Symphony Orchestra is giving a luncheon, with Dr. Hans Kindler, of the National Symphony Orchestra as our guest speaker. I say, "our" advisedly, as I happen to be a member of the Women's Committee. Mr. Joseph E. Atkinson, president of The Toronto Daily Star will also give an address.

As I happen to be the convener of the Publicity Committee, and about one thousand guests, men and women are expected to attend, I am slightly busy covering the news values of this musical event, by contacting Toronto's press.

While on the subject of music, I learn that Horace Lapp, formerly with the Imperial Theatre, and now at the Royal York Hotel with his orchestra, left for Montreal with his singer, Miss Madeleine Pedlar, to complete the first motion picture made in Canada of a Canadian Band. Associated Screen News is the producer, and the background is that delightful Canadian playground, "Banff". Good luck Horace, may your Screen never grow less.

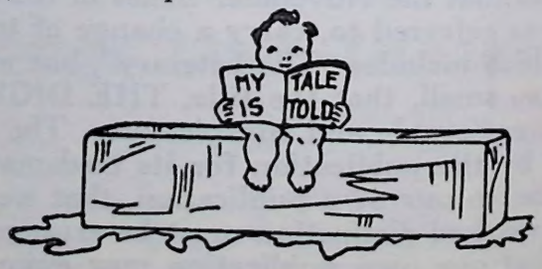
Although I am sorry that the Culbertsons know the game of bridge, better it appears than the lottery of marriage, it is so nice to learn that all public people who get divorced are not only motion picture celebrities.

Mr. Culbertson, the press announces, hopes his wife will remarry him again. Mrs. Culbertson is alleged to be at Reno, and the trouble, "Mr. Culbertson is a married man with bachelor instincts". I thought all married men had "bachelor instincts", save those who happen to be born with the "maternal instinct", but maybe I'm wrong.

IT appears that Universal, having "struck oil", Mr. R. H. Cochrane, almost as old in Universal pictures as was Mr. Carl Laemmle, resigns, and at the meeting of the Board, Mr. Nate Blumberg, elected as president, succeeds him. It will be difficult to disassociate the names of Messrs. Laemmle and Cochrane, from Universal, for both of these gentlemen, are veterans in Motion Pictures.

Time Marches On, and changes are inevitable, I presume, leaving for us let us hope, at least, happy memories.

Good luck, Mr. Blumberg, you have inherited a company which is Universally loved, because the men who controlled it were gentlemen, and suffered no lapse of memory in that respect.



Advance Reports On Universal's "You're A Sweetheart" Indicate Smash Hit.

Also in the Distinguished Cast

BASIL RATHBONE • ANITA LOUISE

Melville Cooper • Isabel Jeans • Morris Carnovsky • Victor Kilian

An Anatole Litvak Production

Screen Play by Casey Robinson • Adapted from the Play by Jacques Deval

English Version by Robert E. Sherwood • Music by Max Steiner

o o

on In It For You!

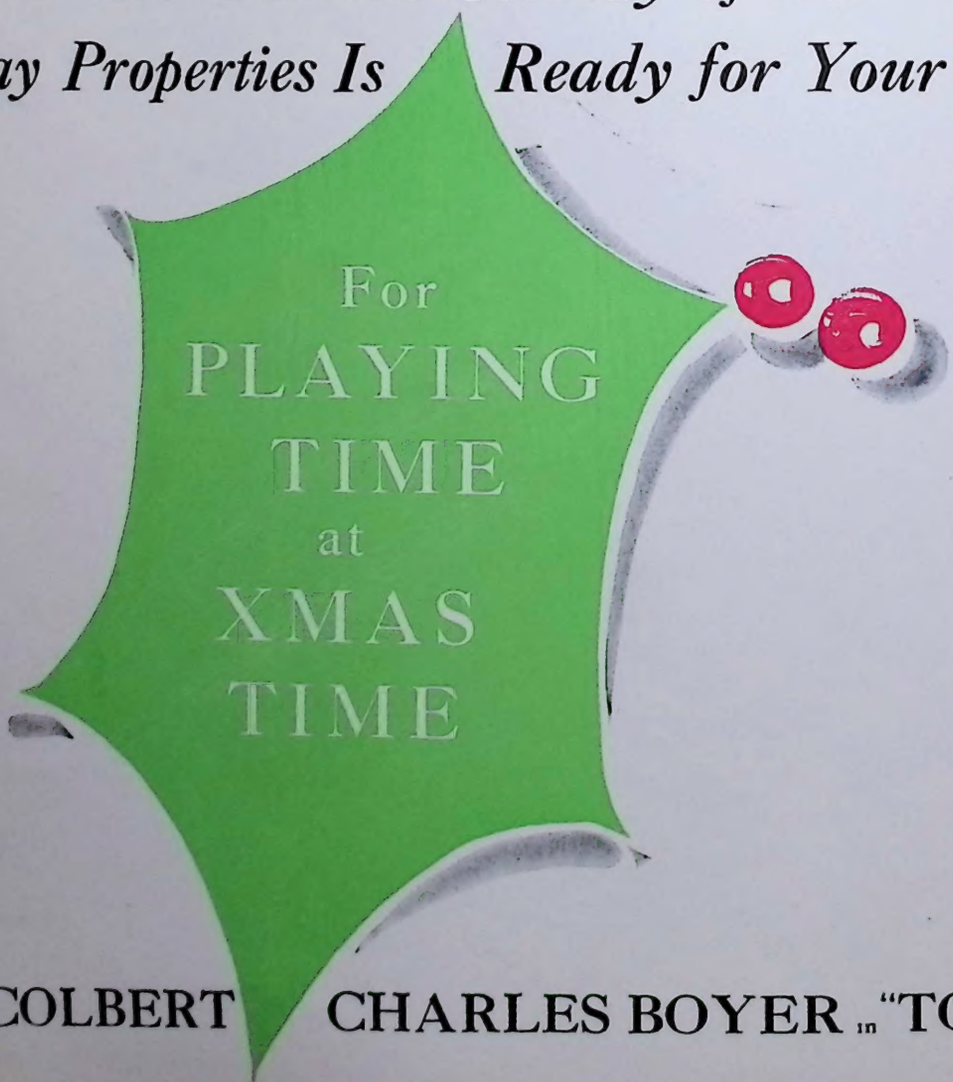
After
Four Years on the Stage

After
Setting Attendance Records in 25 Countries

After
Grossing One Million Dollars in New York Alone

After
Warner Bros. Crowded It with Brilliant Star Names

The Most Famous Comedy of All
Modern Play Properties Is Ready for Your Screen



CLAUDETTE COLBERT CHARLES BOYER in "TOVARICH"

WARNER DISTRICT DRIVE

THE 2nd Annual Sears' Drive will be held by Warner Bros. this season, for a 16 week period, commencing December 26th, through to Easter Sunday, April 16th.

This campaign, the second of its kind, named after Gradwell L. Sears, General Sales Manager of the Company, will get under way with the release of TOVARICH, starring Claudette Colbert and Charles Boyer, on December 25th, and HOLLYWOOD HOTEL with Benny Goodman and his Swing Band, the Lane Sisters, Louella Parsons, Dick Powell, Ted Healy, and an outstanding cast of comedians, to be released January 1st.

Competition this year will be conducted by Districts, rather than by Branches, and the Managers of each District are holding meetings of their Branch Managers throughout the country, to prepare for the proper inauguration of the Drive.

A meeting was held in Toronto, by Wolfe Cohen, District Manager, at the King Edward Hotel, on Monday and Tuesday, November 22 and 23, which was attended by the 6 Canadian Branch Managers — Harry Paynter, of Toronto; Mickie Isman, of Montreal; Lew McKenzie, of Saint John; Gordon Simmons, of Winnipeg; Lou Geller, of Calgary; Joe Plottel, of Vancouver. In attendance from the Home Office was Roy H. Haines, Eastern and Canadian Sales Manager for Warner Bros., who was the guest speaker at the opening meeting.

In anticipation of the co-operation of Canadian exhibitors, Mr. Wolfe Cohen expects to do a record-breaking business for the Drive period, as he has already been assured of the support of every important exhibitor in Canada.

Valuable prizes are being offered to the sales personnel of the leading Districts, and the Canadian contingent is out to cop 1st prize.

* * *

Hanson Theatres Ltd. Building New Theatres

AT Bloor and Jane Streets, Toronto, the Hanson Theatres Ltd. will build a new theatre shortly, with a seating capacity of 750 seats. At Peterborough, Ont., Hanson Theatres Ltd. have secured the Grand Opera House property for a new theatre. This house will open in the Spring. It will seat 1,000 persons.

At St. Catharines, Ont., this same company have acquired a lot, with a frontage of 125 feet, just a few doors from the Capitol Theatre, operated by the Famous Players Canadian Corp. Kaplan and Sprachman are the architects for a new theatre to be erected on the lot, with a seating capacity of 1,000 seats.

All the theatres will be modern, and will contain the attractive and leading features of theatre building today. Other theatre plans are in progress across Ontario.

* * *

POSITION WANTED

Young man, 26, desires position in Toronto theatre or vicinity a Doorman. Willing to make himself generally useful to employers. Please reply — BOX 5 - DIGEST.

DIGEST REVIEWS AND PREVIEWS

(Continued from opposite page)

TALKING to Freddie Trebilcock of Toronto's Uptown Theatre, reputed to be one of the handsomest members of the Canadian Film Industry, we brought up the question of Freddie's recent flying visit to the Motherland, inquiring whether there was any Trade significance to the trip. Freddie, however, tells me that the journey was not even by way of one of the famous Freddie Trebilcock "two-week-holidays", but was purely on family business. We wouldn't doubt Fred for a moment, but we wouldn't be surprised if we read an announcement that Mr. Fred Trebilcock of Toronto, Canada, was the actual backer of Mr. Alexander Korda in the latter's deal with Samuel Goldwyn-U.A., and that neither Prudential nor any other English financial house was involved. How's about it Freddie, "We wan' t' know"!

* * *

BEING a very modest soul at heart, we were deeply touched at the many kind inquiries regarding our health that we have received since recovering from a death struggle with tonsilitis (Very Mild Dose). So many people have asked us if we are feeling better, that we seem to be noticing a slight tinge of disappointment in their "That's fine" or "Glad to hear it" in answer to our assurances that we are completely recovered. For your not-too-private information, a renowned tea-cup reader assured our comely spouse this week that there was no sickness ahead for your reviewer, but that he would turn gray early. If becoming Associate Editor of a motion picture trade paper, getting married, having a son and heir, and trying to teach the wife to play bridge, all in one year, does not turn us gray, then nothing will.

Talking of bridge—well, we mentioned it—we see where the famous Culbertsons, Ely and Josephine, will continue to play bridge together, but not as man and wife. Being a bridge addict ourself, and a follower of the Culbertson System, we are sorry to see this famous duet split up. Personally we cannot understand it. If a man can stand playing bridge with his wife, and declare that she is the best partner he has ever had, we fail to see how anything can break up their marriage, and we should know. We understand that Josephine Culbertson says that Ely's DEFENSIVE was good enough, but that he was a little too OFFENSIVE! Adios, Amigos!

"Jay L."

* * *

Nate Blumberg New President of Universal

FOLLOWING the resignation of Mr. R. H. Cochrane, President of Universal Pictures Corp., Mr. Nate Blumberg, formerly vice-president and general manager of RKO theatres, was appointed President in place of Mr. Cochrane.

Another newcomer in the Universal organization is Mr. William A. Scully, eastern district sales manager of Metro-Goldwyn-Mayer, who succeeds Mr. James R. Grainger as general sales manager.

David Selznick's "Nothing Sacred" Grosses $110,000 1st Week, Radio City Music Hall.

BRITISH FILM DIGEST

BY WARD SHAFTESBURY

WHILE Wardour Street habitues took a wrangling refuge from the fearful threats of a new and impending "American Invasion" in the cosy lounges of "The Duke of Wellington" and "The Round House", another and more serious danger silently stalked the countryside and threatened the British Film Industry with a really grave development.

Few outside of England have heard of the numerous "Radio Relay Exchanges" which function in many of the cities and towns throughout the country. These are private enterprises which "lay on" radio programmes in subscribers' homes by means of exchange licences issued by the Post Office which controls the Telephone system of England. All one has to do is to pay the Radio Relay Exchange a small fee per month and certain selected programmes are relayed into one's house through a loud speaker arrangement provided by the Exchange. Now the Postmaster-General has announced that it is probable that the Post Office will directly take over a radio relay exchange in Southampton and have the relay of programmes directly controlled by the British Broadcasting Corporation. The impression is general among those in the know that this is only the first step in a programme of Post Office established exchanges. In other words, there is a definite likelihood of "layed on" radio as a national service similar to the telephone service.

Wherein then lies the danger to the Film Industry? Just here — In a recent speech by Sir George Lee, Post Office Engineer-in-Chief, it was suggested that Television might possibly be distributed by wire into the Public's homes. Recent experiments in American Bell Laboratories have demonstrated that certain forms of cable transmission are infinitely more efficient than ordinary air transmissions of television. Cable transmission makes transmission over long distances possible with a satisfactory clarity of definition. It does not take a great imagination to envisage what such a development would do to the Film Business. I am not a calamity-howler but it does seem about time that Showmen all over the world took their heads out of the sand and decided to face this new and dangerous threat to Box-Office profits.

Properly prepared-for, there is no reason at all why Television could not be a profitable ally; ignored, it becomes a menacing enemy for the future.

Prudential Or Not Prudential, That Is The Question!

LAST week, I mentioned in these columns that the Prudential Assurance Company were backing Alexander Korda in his deal with United Artists. Now apparently there are two schools of thought on this matter and as it is extremely difficult to get Korda himself to make a definite statement, the best I can do is quote the two conflicting opinions — then, when I get absolutely accurate information, I will clear up the matter once and for all in these columns. (I quote a special cable from New York received by the Kinematograph Weekly.) "Oral agreement United Artists deal reached as follows: Prudential Assurance and British associates to loan $4,500,000 cash to U.A. Corp. to be used to buy shares owned by Chaplin, the Pickford Corp. and the Elton Corp." (Now I quote a report received from London by the Motion Picture Daily.) "The $4,500,000 option financing . . . is being supplied by only two British concerns. They are . . . Casenove, Akroyds & Co., and Greenwood & Co., both of London. Prudential . . . has no direct participation in the option deal." Now you know as much about the matter as I do!

New Role For Robert Taylor

I UNDERSTAND that Robert Taylor's newest role will be in Francis Brett Young's novel, "They Seek a Country" — the dramatic story of an English youth transported to South Africa for a minor offence, who escapes from prison and joins the historic Boer trek to the North. Taylor will begin preparation for his new role before leaving England on completion of "A Yank at Oxford". Background material will be collected here.

"Wings of the Morning" Tremendous

IT has just come to my attention that "Wings of the Morning", the Robert T. Kane New World production in technicolor starring Annabella which cost $750,000 to produce is expected to gross $5,000,000. All over the world, the picture has enjoyed a startling success. In France, it beat even the Shirley Temple records; in Germany, it received a brilliant series of press tributes; in Australia, it is said to be doing "amazing business". There is no doubt at all that this picture has done much to raise the prestige of British pictures the world over.

British Studio News

LAST week, Zoltan Korda completed one of the most exciting pictures made by London Films — "The Drum", or "Mutiny in the Mountains" as it will be called in America, is a colour picture which is stated to form an "emphatic answer to the complaint so often heard, that British studios fail to portray the Empire on the screen". The cast has spent many months on location both on the North-West Frontier of India, the Welsh Mountains and at Denham. It should be a most interesting film . . . Tom Walls is soon to star in a new Gainsborough production, "The Strange Boarders of Palace Crescent" — Renee Saint Cyr, talented French actress, will play the feminine lead . . . George Formby is a Cossack on skates in his new comedy, "I See Ice" — George is using a pillow for the first week or two as this is really his first experience on skates and he is a great believer in discretion . . . "A Yank at Oxford" which Robert Taylor is filming for M-G-M at Denham will bring the bells of Oxford to the screen for the first time — they will play a symphony worked out by sound engineers as part of the incidental music for the picture — already, the plaint-chant chime of Merton College has been recorded and also the beautiful tones of Magdalen's two tenor bells. . . .

Nate Blumberg Succeeds R. H. Cochrane As Universal President.

Associated Theatres Ltd.

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Watch for Important Announcement

Presenting General Program

Plans Of Expansion.

Buying and Booking
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Theatres in Ontario

and now the QUEEN of the SCREEN »

ANNA NEAGLE

(Victoria the Great)

a n d

TULLIO CARMINATI

(One Night Of Love)

in an original story by

RAY LEWIS

"LOOK OUT FOR LOVE"

Canadian Distribution - Empire-Universal

American Distribution - Gaumont-British

The London premiere of "London Melody," an original story written by the Editor and Publisher of The Digest, was presented under the distinguished patronage of H.R.H. The Duchess of Gloucester for the benefit of the Housing Plan.

The Title of
"LONDON MELODY"
Has Been Changed to » »

"LOOK OUT FOR LOVE"

With
ANNA NEAGLE
STAR

And
HERBERT WILCOX
Producer-Director

The Combination
Which Gave You »

"VICTORIA
THE GREAT"

Be on the lookout for "LOOKOUT FOR LOVE"

PRODUCED and DIRECTED **by HERBERT WILCOX**

I MET "THE RAGE OF PARIS"

BY HOWARD CLANEY (N.B.C. ANNOUNCER)

I AM one of the very few men in America who ever met Danielle Darrieux. . . .

This is how I met her. . . .

It all happened because I wanted to spend my vacation in Europe far away from the demon microphones. So on August 4th I got aboard the Normandie bound for Scotland to shoot some grouse and browse among the heather. That's what *I* thought. Yet ten days later, was gaping at the glitter of the Paris Exposition and not a grouse in sight. And a few nights later I found myself all togged out in tails and white tie, in front of the demon mike I had crossed the ocean to avoid, telling the world what a wonderful girl Danielle Darrieux was. And then hearing her clear voice, "Hello America . . . ."

FIRST of all I must tell you who Danielle Darrieux is. Not because you won't know for yourselves a few weeks from now, but because I want to be the first fellow who can say, "I told you so". She is a dainty little slip of a French girl, twenty years old, and looking seventeen with her schoolgirl complexion and figure, immense, expressive eyes and gay, impulsive mannerisms. She is just about the best movie actress in France to-day. They mention her name with Garbo and Dietrich over there, just using the last name (which incidentally is pronounced like "Dare you"), and it's my guess we'll be doing the same here when she makes her first Universal film "The Rage of Paris".

I met her through the Baroness Koczian, European talent scout for Universal. And I met the Baroness at D'Enghien Les Bains, just outside of Paris. She was full to the brim of her new protege, La Darrieux. Wouldn't I come and see this girl's latest picture, "Mademoiselle Ma Mere" directed by Danielle's husband, Henry Decoin? Of course I would. And next evening I did. To my delight, and I must admit to my surprise, Mlle. Darrieux turned out to be all her sponsor had claimed for her. She sang beautifully, danced like a zephyr and acted with such mature poise that it was hard to believe she was only twenty. I wanted to meet and talk to her just for my own pleasure, but before I could do so I found I was going to meet her as a matter of business.

For when I went for a social call on my radio boss, John F. Royal, who was at the Hotel George V, I found he had seen "Mademoiselle Ma Mere" too and was just as enthusiastic about Danielle as I was. He at once suggested presenting her to America over a coast to coast broadcast. I went to work on the idea at once. And the night before I sailed for home we put the broadcast across.

IT was a night of wire-drawn tension. Not only were we putting a nationally adored movie star on the air for the first time, but we were to see her new picture previewed. This was altogether different from the other I'd seen. It was called "Abus De Confiance" and presented Danielle as a pretty Portia, a feminine attorney, and wound up with a whole box of histrionic fireworks in a touching courtroom scene. I was sitting beside the star. When the courtroom scene finished, and the audience, blase and hand picked though it was, applauded, I turned to compliment her. But I couldn't. There were tears in her great brown eyes as she stared at the screen oblivious to the handclapping. I could not speak to her then.

Fresh from this emotional moment I sped to the studio for a last minute rehearsal of the orchestra which was to play while Danielle sang songs from her latest films. We were all on edge and rarin' to go when the door of the studio opened and Danielle came in with Decoin, the Baroness and George Van Parves, who has written many of her song hits. The entire orchestra stood up and applauded. The director pulled a portrait photo of La Darrieux from under his coat. She autographed it for him, with a gay remark I couldn't catch and that strange smile of hers that makes her child's face seem as wise as the Sphinx.

Danielle Darrieux, famous French star, now under contract to Universal, and Howard Claney, NBC announcer.

I ASKED her if she'd try a number in rehearsal so we could get our mikes tuned up to the level of her voice. "Certainly, Mr. Clay - nee," she replied with that Darrieux twinkle in her eye. She had trouble pronouncing my name from the moment she first heard it when we were introduced. It was rough to her delicate Gallic vocal cords. Every time she said it she would make a grimace, wrinkling her brows, forcing down her mouth on one side as though she were smoking a heavy pipe as she growled "Clay - nee!", hitting both syllables hard.

After she rehearsed her songs, the broadcast was on. There is always a tight moment of suspense just before you go on the air and it was tauter as we brought our star before a continent which had never heard of her till then. I introduced her as France's artistic gift to America. And then without a trace of nervousness she stepped up to the microphone and sang to the millions far out there in the dark. She sang a little French song, "C'est Un Mauvais Garcon", and followed it with "You're The Only One I Love", in English.

When the broadcast was over, she took the score of her song and wrote across it, "To Howard Claney, in remembrance of an exciting moment. Sincerely, Danielle Darrieux".

That scrap of paper now has an honored place among my souvenirs.

20th Century-Fox Takes In Largest Week's Gross In History Of Motion Pictures.

"STAND-IN" A STANDOUT AT RADIO CITY MUSIC HALL

...AS NEW YORK CRITICS STAND UP AND CHEER!

The most astonishing picture ever to come out of Hollywood . . . brightly written, cleverly directed, splendidly acted . . . daring in its realism . . . most boldly "inside" story Hollywood has ever presented about itself . . . bright, witty, biting . . . Leslie Howard is great . . . gives captivating performance . . . Joan Blondell is skilled foil for him . . . production is handsome, pace is brisk, story is smart . . . merits applause for excellence as well as daring.

— Bland Johaneson in Daily Mirror

A behind-the-scenes story that is truly astonishing . . . keen and sharp-edged . . . wit, drama comedy . . . first time Hollywood has held a mirror up to itself . . . superbly done . . . one of best characterizations Leslie Howard has ever given on the screen.

— Kate Cameron in Daily News

"Stand-In" a gem . . . one of comedy high-spots of season . . . shrewd blend of satire, fact and fiction . . . smartly written, acted and directed . . . hugely amusing behind-the-scenes picture of land of glamour and make-believe . . . Mr. Howard's best screen work . . . Miss Blondell checks in delightful performance . . . hilarious lines and sparkling incidents . . . it's grand entertainment.

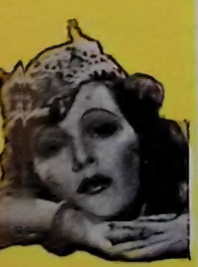
— Rose Pelswick in Journal and American

Genial, pleasant comedy . . . spinning smoothly all the way . . . Mr. Howard does nobly . . . stand-in curvaciously personified by Miss Joan Blondell.

— Frank S. Nugent In The Times

"Stand-In" is required seeing for all those who lapped up "A Star Is Born" . . . very amusing . . . drama with a spice of humor . . . comic possibilities well realized . . . Leslie Howard excellent.

— Archer Winsten In The Post



Ribald and laughable entertainment . . . Leslie Howard excellent as hero . . . Joan Blondell adds to merriment . . .. genuinely amusing and diverting.

— William Boehnel in World-Telegram

Definitely entertaining . . . a tour-de-force . . . antic situations and funny lines . . . sobs as well as laughter . . . Leslie Howard and his assistants have made the most of their acting oppor-

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From The Saturday Evening Post story by Clarence Budington Kelland, author of "Mr. Deeds Goes to Town"
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WASHINGTON FILM DIGEST

BY GEORGE W. MEHRTENS

WASHINGTON, D.C., Nov. 29—(CTP)

OF most importance to the Motion Picture Industry on Capital Hill this week is the latest move of the legislature to establish a system of Federal licensing of corporations. Senator William E. Borah, Republican of Idaho, and dean of the United States Senate, today confirmed the report that he and Senator Joseph C. O'Mahoney, Wyoming Democrat, are working now on details merging their two Federal licensing measures into one uniform bill.

It is considered more than likely that the joint bill will be reported favorably to the Senate Judiciary Committee the early part of December by a special subcommittee headed by Senator O'Mahoney. Then the strategy will be for Senators Borah and O'Mahoney to press for approval by the Judiciary Committee as a whole before getting the bill out on the Senate Floor for debate and vote.

"It is true that we are undertaking to combine the two Federal licensing measures," declared Senator Borah, the Hill's leading 'trust buster'. "The combined bill will cover motion pictures and all forms of business engaged in interstate commerce. These corporations operating in interstate commerce will be required to take out Federal charters."

Senator Borah declined to state whether or not the joint bill would carry Administration endorsement. It is common understanding, however, that President Roosevelt discussed the Borah Federal Licensing Bill when he visited Boise during his recent Western swing. Important Administration leaders, including Vice President Garner and Interior Secretary Ickes, have interested themselves in the proposal.

It is understood that the Administration's final decision on the Federal Licensing proposal will depend largely upon the outcome of anti-trust actions in process or projected, including oil cases and possibly forthcoming motion picture cases.

"No honest business would be impeded by a Federal incorporation law," declares Senator O'Mahoney. "On the contrary, every honest business would be aided by it, because it would remove the greatest handicap under which honest business operates — the necessity of competing with concentrated wealth."

Monopoly for the Films

A MOTION picture law was promulgated on October 7 and arrangements were made to designate the Manchuria Motion Picture Association a newly formed state company, with a monopoly on the import, export, manufacturing, and distributing of motion picture films, a recent despatch to the motion picture division of the United States Department of Commerce reports.

Distributors of American films are reported to have publicly announced that they would supply no pictures to the monopoly, thus no new American films will be shown in Manchuria as long as distribution is handled by the State Monopoly company. Of 24 theatres in Manchuria, 16 have been designated to show Japanese films exclusively; 5 are permitted to show foreign films, and 3, mixed programs. Numerous small theatres showing Chinese films will presumably be closed.

Big Eyed Camera

DESCRIBing his invention as "Revolutionary" Captain Fernando Chiapparelli, arrived in Washington this week with a camera which operates with a revolving lens and makes posible panoramic motion pictures with a range as wide as that of the human eye. According to the Captain, it is the only one of its kind in America.

Chiapparelli intends to start filming Washington scenery and interiors next week and by January expects to be ready to show his panoramic "travelogues" of the National Capital before clubs and educational groups here.

Audiences, again according to the Captain, will see these pictures, relieved of the eye strain resulting from the contrast between the glaring light of ordinary width films and the bands of darkness on either side of the screen which are included in the range of vision.

The Industry was interested briefly in the idea, until it dawned upon it that every exhibitor in the entire country would have to change the size and shape of his screen were he desirous of taking advantage of the Captain's new invention. The West Coast is understood to have turned it down cold.

Theatre Club for Junior

MANY well known Washington women are keenly interested in the proposed series of Saturday morning motion picture programs for boys and girls to be presented by the Junior Cinema Guild, beginning next Saturday.

The programs will be given at the Rialto Theatre, which incidentally has tried everything from the arty type of pictures down to class "C" Westerns and can't make a go of it. The programs will be given under the auspices of the Civic Sponsoring Committee of the theatre and under the supervision of the Committee.

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